



1400 EYE STREET, N.W. • SUITE 1200 • WASHINGTON, DC 20005  
PHONE (202) 296-5469 • FAX (202) 296-5427

---

Louis C. Camilleri  
Chairman and Chief Executive Officer  
Philip Morris International Inc  
Avenue de Rhodanie 50  
1007 Lausanne  
Switzerland

July 28, 2008

Dear Mr. Camilleri,

Thank you for your letter of July 25, 2008, regarding the Philip Morris International/Sampoerna sponsorship of the July 31 concert in Jakarta, Indonesia, featuring Alicia Keys. Your letter raises several important questions:

- 1) What specific action will you take to remove all branded billboards and posters associated with the event and when will these be removed?
- 2) What other actions are you taking to “withdraw all branding associated with this concert”? This concert has also been marketed in other venues.
- 3) In her comments, Ms. Keys went further than your letter and said that she has asked, and Philip Morris International (PMI) and its subsidiary have agreed, to withdraw their sponsorship of the concert. Is this true? If not, why haven't you taken this step?
- 4) We have learned that the Alicia Keys concert is not an isolated incident. PMI is also involved in sponsoring or promoting an August 30 concert of the popular music group, Eraserheads, in the Philippines. Numerous Internet postings direct those seeking tickets to the concert to [www.marlboro.ph](http://www.marlboro.ph), a web site of Philip Morris Philippines Manufacturing, Inc. The online marketing of the concert has generated enormous publicity for Marlboro in the Philippines. On July 23, 2008, The Manila Times reported that the concert is being sponsored by a tobacco company, and numerous web reports have indicated that company may be Philip Morris International. Will you describe the nature of Philip Morris International's involvement with this event, withdraw any such involvement and remove all materials associating PMI and its products with the concert?
- 5) In the United States you have ended all sponsorship of music events. Yet in your letter, you say that “each event must be judged individually”. We strongly disagree and call on you to adopt the same policy worldwide that is in place in the United States – no sponsorship of music events.

In the view of public health experts worldwide, brand name sponsorship of music events is linked with making tobacco products more appealing to young people. The lives of children in Indonesia, the Philippines and other developing nations are worth no less than those of children in the United States and other developed nations. All children everywhere should be protected from forms of tobacco marketing that no longer are allowed or accepted in wealthy nations.

6) Finally, your letter stated that you “do not operate in a vacuum in Indonesia.” There is no excuse for engaging in marketing behavior that makes tobacco products appealing to youth no matter what others are doing, especially because the failure of government to act is almost always the result of tobacco industry opposition.

This problem could be solved in Indonesia and elsewhere by the ratification of the Framework Convention on Tobacco Control (FCTC), the adoption of enabling legislation banning all tobacco advertising, promotions and sponsorships (including of music, sporting and artistic events) and the rigorous enforcement of these legal obligations. The only reason this hasn’t happened in Indonesia is because of the opposition of the major tobacco companies, and the only reason that concerts promoting tobacco brands like the one in the Philippines are occurring is because the tobacco industry continues to circumvent both the letter and spirit of the law.

Sadly, in Indonesia, the Philippines and elsewhere, your statements are not matched by your actions. Public assertions of support for ratification of the Framework Convention are not equal to consistent action in favor of ratification. Similarly, once the FCTC is ratified, claims that you don’t engage in marketing to children is belied by your failure to support strong legislative action to prevent tobacco brand name sponsorships and promotions such as those in Indonesia, the Philippines and elsewhere.

This letter outlines concrete steps that Philip Morris International can take that will avoid the kind of exchange that led you to withdraw your brand name sponsorship of Ms. Keys’ concert. I look forward to your response.

Sincerely,

A handwritten signature in black ink that reads "Matthew L. Myers". The script is cursive and fluid.

Matthew L Myers  
President  
Campaign for Tobacco-Free Kids